

ordering the product for a second consumer in real time after reading the radio frequency identification tag; and
rewarding the first consumer.

REMARKS

Reconsideration and allowance of the instant application is respectfully requested.
Claims 1-14 remain pending.

Claims 1-6, 12 and 13 were rejected under 35 U.S.C. 102(b) as being anticipated by Tracy et al. (US 6,199,753).

Tracy et al. discloses a system for presenting customer desired data on a portable terminal. The system disclosed by Tracy et al. reads tags attached to articles. However, Tracy does not disclose or even suggest "systems and methods that reduce the gap between where customers use products and where customers purchase products." (Page 2, lines 3-4.) A customer that uses the product may be different from another customer that purchases the product. In order to emphasize this distinction, claim 1 has been amended to incorporate a corresponding limitation in which the first step states, "observing a product while the product is being utilized for an intended purpose of the product." An example of an intended purpose is the wearing of an article of clothing. Moreover, because claims 2-6 are dependent on claim 1, claims 2-6 are not anticipated by Tracy. Thus, the Applicant respectfully requests for reconsideration of claims 1-6.

Also, claim 12 has been amended in which a mobile terminal "reduces the gap between where customers use products and where customers purchase products." In particular, the mobile terminal comprises "a receiver that detects radiation reflected by a tag embedded in a product, wherein the product is being utilized for an intended purpose of the product." Moreover, because

claim 13 is dependent on claim 12, claim 13 is not anticipated by Tracy. Thus, the Applicant respectfully requests for reconsideration of claims 12 and 13.

Claims 7-10, 11 and 14 were rejected under 35 U.S.C. 103(a) as being unpatentable over Tracy et al. (US 6,199,753) in view of Bezos et al. (US 6,029,141).

Bezos et al. discloses an Internet based customer referral system, in which "an entity can enroll (via an automated registration process) as an associate, and can then disseminate catalogs (Web documents, PUSH documents), e-mail, newsletters, etc.) that include the associates reviews and/or recommendations on specific products sold by the merchant."

Tracy in combination with Bezos does not teach or even suggest "systems and methods that reduce the gap between where customers use products and where customers purchase products." (Page 2, lines 3-4.) In order to emphasize this distinction, claim 7 has been amended to incorporate a corresponding limitation in which the first step states, "storing, in a database, an RFID code of a tag embedded in a product and the identification of a first consumer who purchased the product and who utilized the product for an intended purpose of the product." Thus, the Applicant respectfully submits that claim 7 is in condition for allowance. Claims 8-10 are dependent on claim 7 and are thus allowable for the same reasons. Claim 11 has been amended for a computer-readable medium that "reduces the gap between where customers use products and where customers purchase products." In particular, the computer-readable medium of claim 11 performs the step of "storing, in a database, an RFID code of a tag embedded in a product and the identification of a first consumer who purchased the product and who utilized the product for an intended purpose of the product." Thus, the Applicant submits that claim 11 is in condition for allowance. Also, claim 14 has been amended for a method that "reduces the gap between where customers use products and where customers purchase products." In particular,

Application No. 09/812,121

the method of claim 14 comprises the step of "reading the radio frequency identification tag embedded in the product while the product is being utilized by the first consumer for an intended purpose of the product." Thus, the Applicant respectfully submits that claim 14 is in condition of allowance.

CONCLUSION

The Applicant submits that claims 1-14, as amended, are in condition for allowance for at least the reasons recited above. Hence, a notice to that effect is earnestly solicited. Should the Examiner have any questions, the Examiner is invited to contact the undersigned at the number set forth below. Attached hereto is a marked-up version of the changes made to the specification and claims by the current amendment. The attached page is captioned "Version with markings to show changes made."

Respectfully submitted,

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VERSION MARKED TO SHOW CHANGES MADE

1. (Amended) A method of obtaining information about a product, the method comprising the steps of:

observing a product while the product is being utilized for an intended purpose of the product;

reading a tag embedded in the product to obtain product identifying information;

transmitting the product identifying information to computer connected to a computer network; and

receiving product specification information from the computer.

7. (Amended) A method of identifying and rewarding consumers who display products to other consumers, the method comprising the steps of:

storing, in a database, an RFID code of a tag embedded in a product and the identification of a first consumer who purchased the product and who utilized the product for an intended purpose of the product;

receiving, from a second consumer, a request for product specification information, wherein the request includes the RFID code;

searching the database with the RFID code to identify the first consumer; and

providing a reward to the first consumer.

11. (Amended) A computer-readable medium having computer-executable instructions for performing the steps of:

storing, in a database, an RFID code of a tag embedded in a product and the identification of a first consumer who purchased the product and who utilized the product for an intended purpose of the product;

searching the database with the RFID code received from a second consumer to identify the first consumer; and

providing a reward to the first consumer.

12. (Amended) A mobile terminal configured to obtain product specification information, the mobile terminal comprising:

a receiver that detects radiation reflected by a tag embedded in a product, wherein the product is being utilized for an intended purpose of the product;

a communication circuit in wireless communication with a computer network; and

a controller configured to receive tag information from the receiver and cause the communication circuit to transmit the tag information to a computer connected to the computer network.

14. (Amended) A method of advertising and selling products, the method comprising the steps of:

embedding a radio frequency identification tag in a product;

selling the product to a first consumer;

reading the radio frequency identification tag embedded in the product while the product is being utilized by the first consumer for an intended purpose of the product;

Application No. 09/812,121

ordering the product for a second consumer in real time after reading the radio frequency identification tag; and

rewarding the first consumer.